

**INTERAGENCY COORDINATING COUNCIL
COMMITTEE MEETING MINUTES**

COMMITTEE: Public Awareness

RECORDER: Elissa Provance

DATE: July 25, 2002

COMMITTEE MEMBERS

PRESENT: Zelna Banks, Shirley Stihler, Stephanie Pringle Fox, Cynthia Jaynes, Christina Johnson, Kathleen Colvin, Hedy Hansen

STAFF: Elissa Provance

DDS LIAISONS: Pat Hastings

ABSENT: Elaine Fogel Schneider, Martha Sanchez, Nenita Herrera-Sioco

GUESTS: Rick Ingraham

SUMMARY OF IMPORTANT POINTS AND ACTIONS CONSIDERED

I. Introductions and Opening Comments:

Introductions were made. Zelna served as acting chair in the absence of co-chairs Elaine Fogel Schneider and Martha Sanchez.

II. Agenda Review

Pat requested postponing Agenda Item A until Rick Ingraham's arrival so he may participate in the discussion.

III. Review and Approval of Minutes

Motion to approve May 30 minutes was made by Shirley Stihler, seconded by Kathleen.

IV. Committee Tasks and Activities

A. Follow-Up Action Items

• **Newcomer Flyer**

Pat received an electronic version of the newcomer flyer from Nenita that gave three options, however, the file did not copy the fonts and graphics.

ACTION: Pat will redo the flyer for the September meeting with the addition of the Early Start logo, removal of the graphics, and reducing the number of fonts used.

• **Recruiting, Mentoring and Sustaining ICC Members**

The Action request for an interim meeting to discuss adapting federal procedures to California was table pending approval of the Governor's budget.

ACTION: Pat will contact Elaine about having a liaison from the Family Support Services Committee to work with PAC members on adapting these materials. Kathleen will also contact FRC/N members and inform them that she is willing to serve as liaison for our two committees.

ACTION: Hedy will contact the Family Empowerment Committee of the Federal ICC for assistance with adapting their materials to the State level. Hedy will explore the possibility of a PAC member joining this committee's monthly conference call to discuss this issue.

• **Annual Performance Report**

Pat submitted edits from PAC to DDS.

ACTION: Zelna will make a recommendation to the full ICC to approve the Annual Performance Report.

• **Physician's Outreach with Health Systems Committee**

Deferred until September meeting.

B. Parent Satisfaction Survey

Committee members agreed that many of their questions and concerns were addressed during the question & answer session during the COTW. Cynthia recommended an exit letter be developed and sent to participating families (if one already had not been sent) explaining the results of the survey in family friendly language. The committee recommended incorporating the Executive Summary on pages 1, 5, and 12. The letter would also describe efforts being made to address the areas identified in the survey needing improvement. The letter would be prepared in multiple languages and some free Early Start materials could be included.

ACTION: Zelna will recommend to the full ICC that a letter be prepared and send.

C. Referral Brochure

Pat distributed draft copies of the referral brochure for input by PAC members. Suggestions were made about ethnicity and gender of children in the brochure. Rick suggested removing the 800 phone number from the front and also wanted to have language about contacting your physician or health care provider in addition to calling the 800 number. Committee members expressed concern about having physicians being publicized as the first referral source. It was agreed that language on the back panel about a county's local regional center and LEA would be moved to the "How do I refer?" section.

To help move the brochure quickly through the Governor's approval, Rick suggested accompanying it with a press release.

D. Certificates of Appreciation

Pat reviewed the final list of recipients. Those recipients unable to attend the full ICC will be mailed their certificates.

E. ICC Recommended Strategic Plan for Comprehensive Child Find and Public Awareness

Pat developed a grid of products and activities related to public awareness and outreach. The committee wants to be able to evaluate which products or strategies are effective as tools for child find and information sources once a family is in the Early Start system. Seven items were identified as priorities for evaluation:

- Parents' Rights Brochure
- Health Care Provider Brochure
- Traveling Display
- Starting Out Together
- Fact Sheets
- PSA
- Referral Brochure

Two mandatory items added to this list are the Central Directory and Annual Report. DDS will explore options for evaluating the effectiveness of each of these items.

ACTION: Rick will contact DHS about their advertising budget and strategies.

V. Department Reports

Department of Developmental Services:

- Pat reported that the Central Directory has been printed and is being mailed to the Early Start community.

- BabyLine information reflecting activity through June was distributed. DDS is looking at having more detailed information collected.
- No ESR report was submitted due to expanding the reporting information for that project (a report will be included in the minutes).
- Early Start Connections is being converted to a technical assistance resource. The theme for the first issue is Natural Environments.
- Additional curriculum on services and fiscal management is being developed for Early Start Service Coordination Institutes: Advanced. It will be an additional chapter in the Service Coordinator's Handbook. This is in addition to a section on Health Status, a Glossary and an Acronym section currently being developed. An "Options for Use" section will replace the current "Introduction."

California Department of Education: Janet Canning unable to attend.

California Department of Alcohol and Drug Programs: Cynthia reported that the Department is embarking on site visits to their treatment programs and have visited 33 site visits in 16 counties to date. Several programs were unaware of Early Start. Early Start materials will be distributed during visits and follow-up with FRCs will also occur as a child find activity.

The Department's new technical assistance provider is the California Association of Addiction Recovery Resources. Services will begin after the budget is approved.

- VI. Other: Early Start Strand for the Health and Wellness Forum**
Elaine will work with Marie Poulsen, Arleen Downing, and Rick to develop an Early Start strand for the Health and Wellness Conference in October 2003.

Proposed Agenda Items for September 2002

- Follow-Up action items
- Physician Outreach with Health Systems Committee
- Discuss Evaluation Methods for Public Awareness and Outreach Materials with the Health Systems Committee
- Procedures for Recruiting, Mentoring, and Sustaining ICC Members
- Finalize Newcomer Flyer
- Referral Brochure

- VIII. Meeting Adjourned**